

ABSTRACT

With the conventional technique, pixels can display different levels of grayscale resulting from irregularity of a relation in terms of position among selected sub-fields, when the same level of grayscale is displayed. The invention provides a pixel driving method that can include a selecting step of sequentially selecting, according to grayscale data, a plurality of first sub-field periods continuous with respect to one another and a plurality of second sub-field periods continuous with respect to one another and following consecutively the plurality of first sub-field periods in a direction moving away from a boundary of the plurality of first sub-field periods and the plurality of second sub-field periods, which is given as the origin, and a driving step of switching ON pixels during the selected sub-field periods.